

CHAPTER I

INTRODUCTION

This chapter will explain the study's background, objective, significance, scope, and limitations.

1.1 Background of The Study

Indonesia is known as an archipelagic country formed by many islands. Indonesia has enormous tourism potential due to the diversity of islands scattered across the country. It is one of the countries blessed with abundant natural resources, the beauty of its landscapes and a rich cultural heritage. Indonesia's natural and cultural wealth is a crucial component in the country's tourism development. One of the most visited provinces is Bali, often the first name that comes to mind when people think of Indonesia. Besides, not only in Bali, but other provinces like East Java also offer stunning natural beauty. Various captivating tourist destinations in East Java include mountainous landscapes, beaches, and many more.

Introducing a culture and the beauty of nature to an international audience requires a significant role in promoting tourism to make it better known to both domestic and international travellers, with the potential to boost economic growth. The government is actively engaged in the effort to enhance the tourism industry. This includes utilizing various media for promotion, not only limited to brochures and guidebooks but also incorporating online media to adapt to the ever-advancing technological landscape. Not only is the government playing a role, but by harnessing technological advancements, individuals involved in the tourism sector can also indirectly assist in advancing Indonesia's tourism industry through various online platforms.

One of the platforms that can be utilized is a *blog*. Doctorow (2002) defines a *blog* as a web page that contains brief, discrete hunks of information called *posts*. Doctorow (2002) also states that the function of a *blog* is a tool for communicating with other people through blogs. A blog is typically operated by one person or more as a team (Doctorow, 2002). In recent years, due to the expanding numbers of its users, the blog has been growing to be one of the most effective digital media for

people to share experiences, give recommendations, express self-thought and creativity, or regulate commercial or organizational intentions (Li & Wang, 2011). This leads blogs to be considered as a place for self-published personal writing with flexible structure and purpose (Ting, Ting, & Hsiao, 2014) and a place to have an open discussion, in which everyone can join (Sinanan, Graham, & Jie, 2014). There are roughly a million logs updated daily with different topics available on the internet, e.g., photography, cooking, parenting, journalism, political and other genres (Bruns, 2017). Among numerous topics discussed in the blogosphere, traveling is one of the most popular and influential topics to be written about (Law, 2009).

According to Yosef (2017), a travel blog has no exact definition. However, the meaning of a travel blog can be understood by examining the meanings of "travel" and "blog" separately (Yosef, 2017). "Travel" refers to a journey or a trip to a place humans undertake (Yosef, 2017). On the other hand, a "blog" is a platform on a web page that contains writings about various information (Yosef, 2017). According to Yosef (2017) a travel blog is a type of blog that focuses on travel experiences, adventures, and exploration. Travel blogs have a wide range of audiences that are diverse in ages and locations because they embrace readers from different cultures and point of view (Pascual 2018). It is a platform where a travel blogger can share stories, pictures, tips, and information about their travel experiences in various destinations worldwide. Topics covered in a travel blog include destination reviews, culinary experiences, extreme adventures, travel tips, recommendations, and suitable accommodations (Yosef, 2017). Travel blogs can serve as a source of inspiration for people planning their journeys.

Travel bloggers often provide visual insights into their destinations through captivating travel photos. They also frequently offer positive exposure to specific tourist destinations through their travel narratives, reviews of exciting places, and accommodation recommendations (Yosef, 2017). Providing a more vivid picture through personal travel experiences can help prospective travellers better understand what to expect when visiting a particular destination (Yosef, 2017). This, in turn, can contribute to promoting that destination as an attractive travel

destination. The relationship between the tourism industry and travel blogs is closely intertwined and mutually supportive.

Language is an integral part of our lives, and its role in our daily existence is almost inseparable. Language is a bridge for communicating with others, both verbally and in writing (Permatasari, 2019). With language, social interaction among humans is easier. In communication, language is critical in conveying information, sharing ideas, and exchanging knowledge, experiences, and perspectives (Simanjutak et. al., 2022). According to Wentker & Schneider (2022), language has the power to influence human thoughts, actions, and perceptions. This concept can be observed in various phenomena, such as politics, advertising, or marketing to influence public opinion. In addition to serving as a communication tool, language plays a crucial role in promotional media. It determines how language in promotional materials or advertisements can influence the actions of listeners or readers.

In the context of travel blogs, aside from the visual media, language plays a crucial role in achieving various communication goals, including how it can significantly influence the perception and actions of the audience. According to Halliday (2004), Systemic Functional Linguistics (SFL) is a linguistic framework used to understand how language is employed for communication in various social contexts. Systemic Functional Linguistics (SFL) is a context-focused approach to comprehending how language is used in communication contexts. In the SFL context, Mood is an essential component that shapes the linguistic actions in a text or discourse. The Mood system plays a vital role in shaping how language is used in communication. Mood focuses on how speakers or writers use language to convey specific communicative acts or intentions to the listeners or readers. It is influenced by how speakers or writers convey their messages and how listeners or readers respond. Mood can indicate whether the speaker is narrating, requesting, commanding, or performing other speech acts. Halliday (2004) states that mood types are categorized into two main categories: indicative and imperative. Within the indicative Mood, there are two types: declarative and interrogative. Moods of these types can be found in various sources, including travel blogs.

Journey Era is a blog formed by an Australian man named Jackson Groves. After graduating with a journalism degree, Jackson decided to create a blog that shares his travel experiences while exploring interesting places across the world. In his blog (Journey Era), Jackson, who is an active traveler, often shares his experiences exploring tourist destinations in various countries in his blog with hope it will give motivation to other people to set their own epic journeys. He writes about his experiences using captivating yet informative language. On his blog, Jackson often wrote some tips such as accommodations, travel routes, and also suggested interesting activities to do at those tourist destinations. Not only writing, but he also includes various photos that he captures during his visits to various destinations in each city. To demonstrate the beauty of the landscapes he describes, not only through words but also with visual proof.

The writer choose Jackson Groves' travel blog Journeyera.com as the object of the study, it is because the writer want to know how foreign tourist describe tourism in Indonesia and another reason is because this blog has the amount of feedback and mostly are positive feedback such as they are interested on Indonesia and they want to come to Indonesia. Based on the previous paragraph, the author's objective in this research is to analyze the types of Mood and modality used in Jackson's travel blog entitled "15 Awesome Things to Do In East Java, Indonesia", which was published in a blog called Journeyera.com. Through this mood and modality analysis, the author aims to analyze the travel blog's interpersonal meaning and the speech's functions in the travel blog. It is because the writer want to know the interpersonal meaning of the travel blog including what the writer of the travel blog intention and also the status between the writer of the travel blog and the reader.

1.2 Research Question

According to the background of the study above, this analysis refers to three points:

- 1) What types of moods and modalities occur in the travel blog Journeyera.com?
- 2) How does the interpersonal meaning of the travel blog relate to the dominant mood types and modality used?

1.3 Objectives of The Study

According to the research questions above, here are the following objectives of the study:

- 1) To identify the types of moods and modalities that the writer used in the travel blog called Jouneyera.com entitled “15 Awesome Things to Do in East Java, Indonesia”.
- 2) To describe the interpersonal meaning in the travel blog based on the most dominant use of mood type and modality analysis in travel blog, Jouneyera.com entitled “15 Awesome Things to Do in East Java, Indonesia”.

1.4 Significance of The Study

1. Theoretical

The significance of this study is to learn more deeply, increase knowledge about mood systems applied in travel blogs, and understand how the grammatical structure affects conveying specific communicative acts or intentions to listeners or readers.

2. Practical

By doing this research, the researcher will gain more knowledge about the study that the researcher focuses on and gain new experience. The researcher also hopes that this study can help to make it a reference for future writers who discuss the same scope.

1.5 Scope and Limitation of The Study

The scope and the limitation of this study: The writer aims to determine the mood and modality types based on the theory that the writer used. This study also analyses and describes the interpersonal meaning of the travel blog and how the interpersonal meaning of the travel blog based on the grammatical structure applied in Jackson's travel blog entitled "15 Awesome Things To Do In East Java, Indonesia", which was published in a blog called Journeyera.com on an online media.